

GOLD FIELDS LTD

Form 6-K

September 23, 2010

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16

of the Securities Exchange Act of 1934

For the month of September 2010

Commission File Number 1-31318

Gold Fields Limited

(Translation of registrant's name into English)

150 Helen Rd.

Sandown, Sandton 2196

South Africa

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F...x... Form 40-F.....

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): _____

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): _____

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No ..x...

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- _____

Directors

: A J Wright (Chairman), Dr M A Ramphele (Deputy Chairman), N J Holland

†

** (Chief Executive Officer), P A Schmidt** (Chief Financial Officer),

K Ansah

#

, C A Carolus, R Dañino*, A R Hill , R P Menell, D N Murray, D M J Ncube, R L Pennant-Rea

†

, C I von Christierson, G M Wilson

†

British, Canadian,

#

Ghanaian, *Peruvian, ** Executive Director

Corporate Secretary : C Farrel

Gold Fields Limited

Reg. 1968/004880/06

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Sandown, Sandton,

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MEDIA RELEASE

GOLD FIELDS GUIDANCE FOR SEPTEMBER

QUARTER 2010

Johannesburg, 23 September 2010 - Gold Fields Limited (Gold Fields) (JSE, NYSE, NASDAQ Dubai: GFI) has announced that attributable Group production for the September quarter 2010 is expected to be about 906,000 oz.

Total cash cost is expected to be approximately US\$715/oz and

notional cash expenditure (NCE) about US\$1,020/oz. NCE is in line with the higher capital expenditure planned for the September and December quarters of 2010. Costs in South Africa during the September quarter were also impacted by the winter electricity tariffs. The guidance is based on an exchange rate of US\$/R7.35 and A\$/US\$0.88.

Nick Holland, Chief Executive Officer of Gold Fields, said: "We are pleased with the progress we have made during the September quarter and are on track to achieve our annual guidance for the 12 months to end-June 2011."

Gold Fields' September quarter results will be published on Thursday, 4 November 2010.
ends

Notes to editors

About Gold Fields

Gold Fields is one of the world's largest unhedged producers of gold with attributable production of 3.5 million gold equivalent ounces per annum from nine operating mines in South Africa, Ghana, Australia and Peru. Gold Fields also has an extensive growth pipeline with both greenfields and near-mine exploration projects at various stages of development. Gold Fields has total attributable gold equivalent Mineral Reserves of 78 million ounces and Mineral Resources of 281 million ounces. Gold Fields is listed on JSE Limited (primary listing), the New York Stock Exchange (NYSE), the NASDAQ Dubai Limited, the Euronext in Brussels (NYX) and the Swiss Exchange (SIX).

Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: 23 September 2010

GOLD FIELDS LIMITED

By:

Name: Mr W J Jacobsz

Title: Senior Vice President: Investor
Relations and Corporate Affairs